

Department of Fish and Game Automated License Data System (ALDS)

ALDS Satisfaction Survey Results DFG Large License Agents



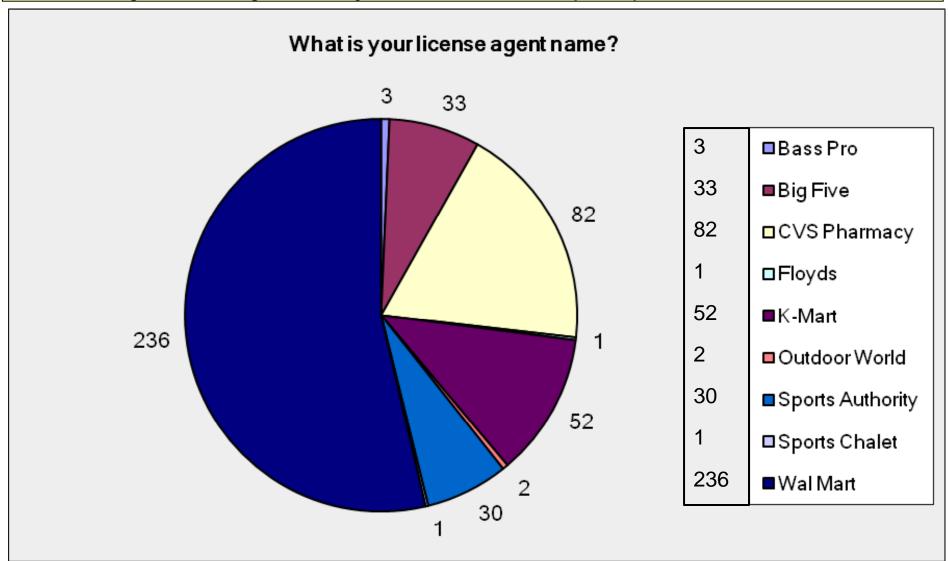
EXECUTIVE OVERVIEW: This Survey Results Package contains the results of large license agents.

- An electronic survey was developed and administered in March 2012 to gauge DFG license agents overall satisfaction with the Automated License Data System (ALDS) in the following areas:
 - ✓ ALDS Equipment (IPOS Terminal, Magnetic Stripe Reader, Hand-held Scanner, License Printer)
 - ✓ ALDS Unscheduled Downtime or Outages
 - ✓ ALDS Equipment Replacement
 - ✓ ALDS Sales Software (overall, processing time, and feedback on specific transaction screens)
 - ✓ Customer Technical Support and DFG ALDS Help Desk
 - ✓ Communications and Training
 - ✓ Feedback and Recommendations
- 440 large license agent retail outlets responded, representing 60% of those administered the survey.
- Overall, large license agents are very positive regarding the implementation of ALDS (see page 3 for feedback summary). The large agents cited the system helped their associates by taking the guess work out of selling license and providing more information to better help customers.
- License agent recommendations and associated DFG actions are contained on pages 25-32.

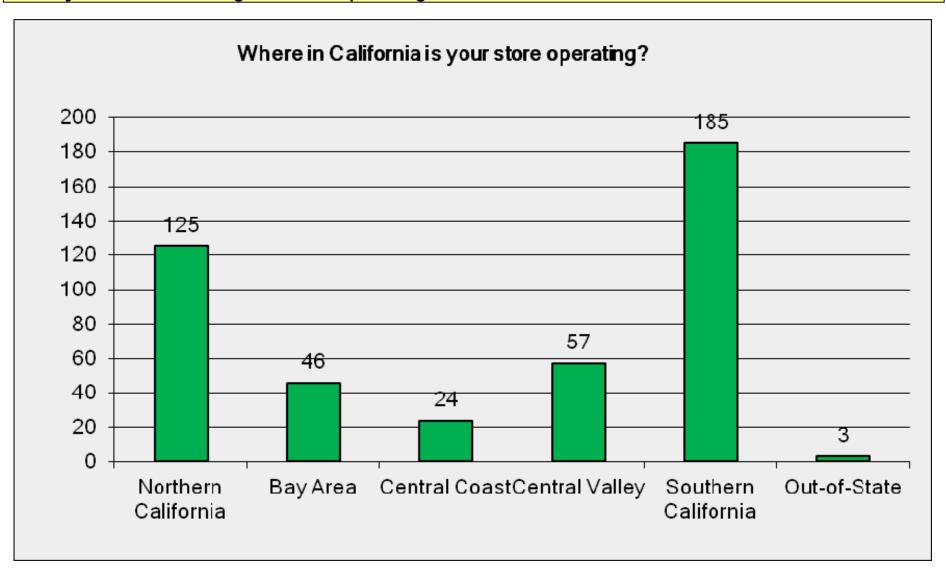
SURVEY RESULTS: SUMMARY OF OPEN ENDED FEEDBACK REGARDING ALDS What large license agent outlets say about using the system over the past year. . .

- Love it. Less confusion than hand writing licenses.
- It's a good system and makes it easier.
- Very happy; much easier.
- Love that we never run out and there are no reports to fill out.
- Great system!
- I love the direction we are going with ALDS. I think it is a great way to sell licenses. It cuts
 down on fraud, and is easier to sell licenses.
- Satisfied.
- The new system works very well.
- Makes it easier on our employees; less mistakes.
- Very easy to use.
- System has made it faster and easier by eliminating the guess work out of the process.
- The system is very helpful, and makes the process faster and easier.
- The system helps us with our customers when they have questions.
- It's helpful, fast, efficient, and overall simple to use.
- It's very fast and easy. The customers are very satisfied.
- The new system is a great tool, good to have in the store, and makes the job faster.

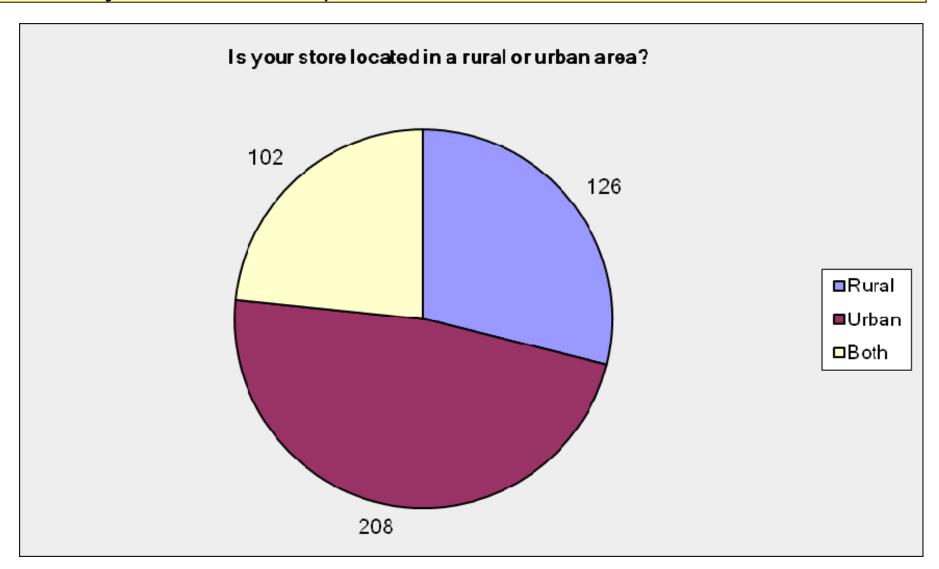
SURVEY PARTICIPATION BY TYPE- 440 Large License Agents outlets participated; representing 9 of the 11 Large License Agents (Raleys and Rite Aid did not participate).



SURVEY PARTICIPATION BY REGIONAL LOCATION – All regional areas are represented in the survey results, including 3 outlets operating outside of California.

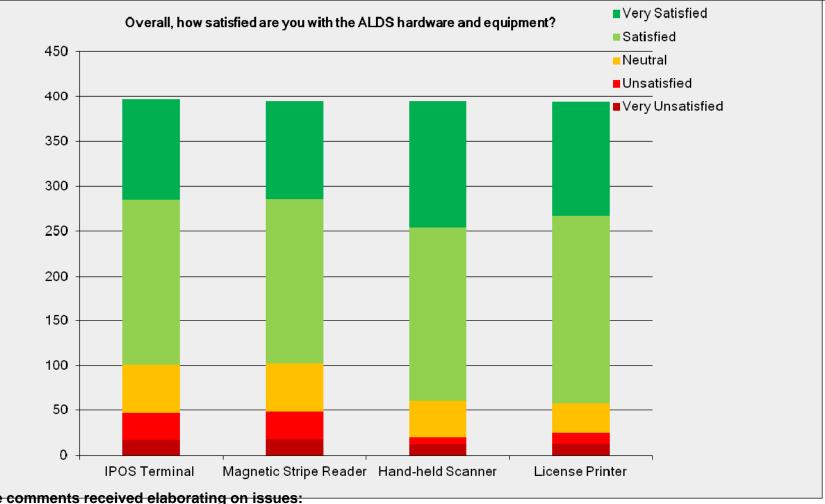


SURVEY PARTICIPATION BY RURAL/URBAN AREA – Both urban and rural areas are represented in the survey results. 208 outlets operated in urban areas of California.



SURVEY RESULTS: OVERALL SATISFACTION

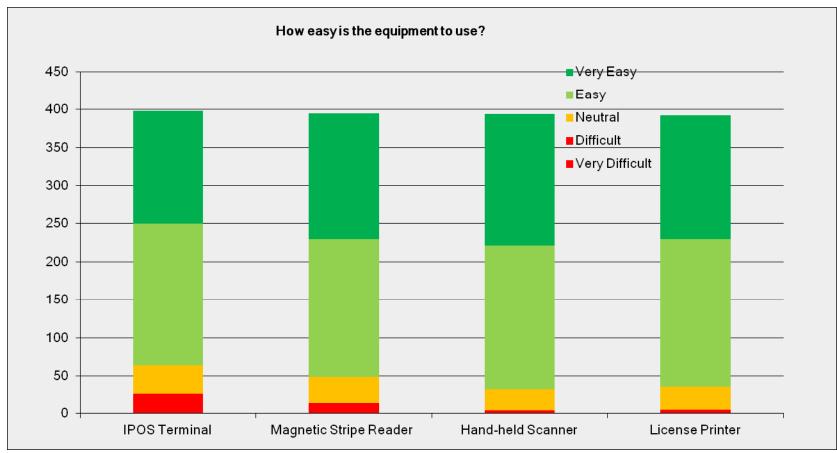
Highest level of satisfaction is with the hand-held scanner; lowest level with magnetic stripe reader & IPOS Terminal.



- Mag stripe reader is too sensitive and will not read mag stripes on licenses
- Mag stripe reader does not read many of the licenses
- Have lots of problems with the touch screen not registering touch
- IPOS doesn't respond when touching login area
- IPOS screen freezes up often
- Touch screen is too slow at times

SURVEY RESULTS: EASE OF USE

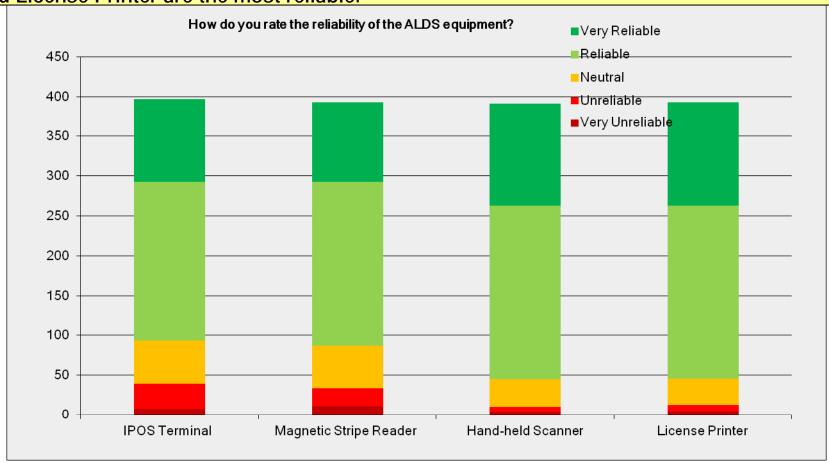
Overall, the outlets found the ALDS equipment easy to use, with the license printer and the handheld scanner being the easiest. 27 or 7% of outlets found the IPOS Terminal to be difficult.



- Employees have to change their passwords too frequently
- Touch screen does not respond when touched
- Poor operation with the touch screen
- When customer is not in the system, it takes too long to enter a new customer
- · Recalibrating touch screen does not make it better
- · Selecting out-of-state or country is cumbersome

SURVEY RESULTS: EQUIPMENT RELIABILITY

The Magnetic Stripe Reader and IPOS terminal are the most unreliable. The Hand-held Scanner and License Printer are the most reliable.

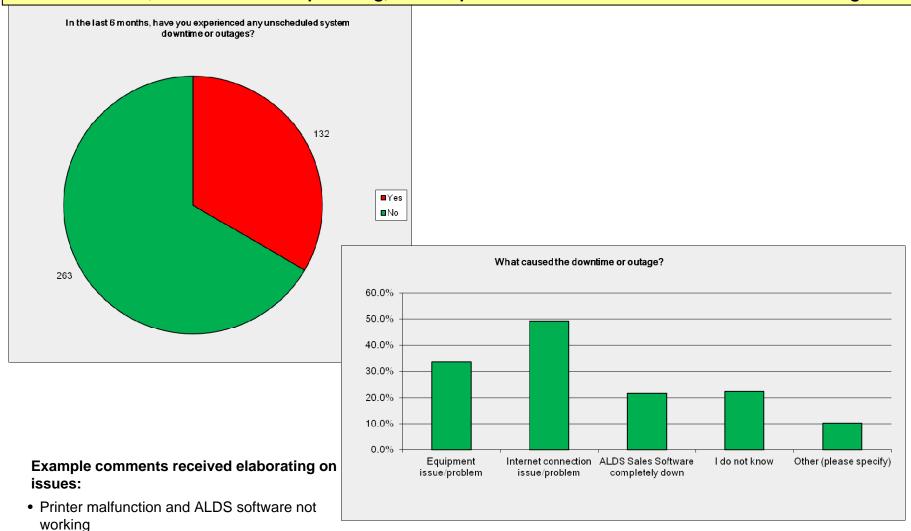


- Too many printing problems related to running out of paper
- Poor performance scanning licenses, even with brand new licenses with no visible flaws
- Touch screen needs to be recalibrated too often
- Constantly having problems with screen freezing and not being able to finish transaction
- The networking port on the IPOS terminal does not make a good connection with cat5 cables
- Dial in process is very slow
- Printer is slow and causes the system to time-out
- Our system goes down a lot.

· Updating process

Touch screen freezes then have to reboot

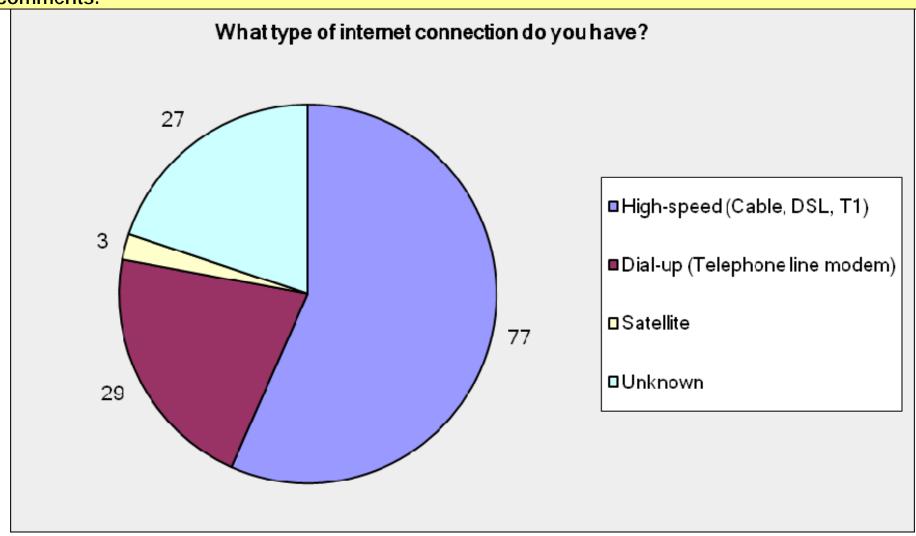
SURVEY RESULTS: UNSCHEDULED DOWNTIME OR OUTAGES IN THE LAST 6 MONTHS 132 of outlets (33% of those responding) had experienced unscheduled downtime or outages.



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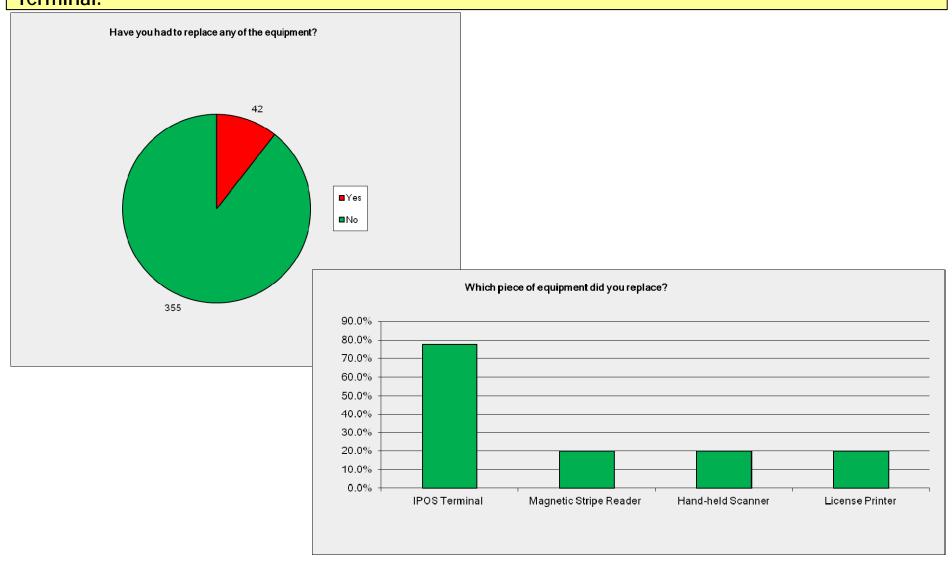
SURVEY RESULTS: EQUIPMENT DOWN-TIME AND/OR UNSCHEDULED OUTAGES

Of those outlets encountering down-time or outages, 59% have a high-speed internet connection. 29 or 21% of outlets reported to having dial-up connections. Dial up had the most issues in comments.

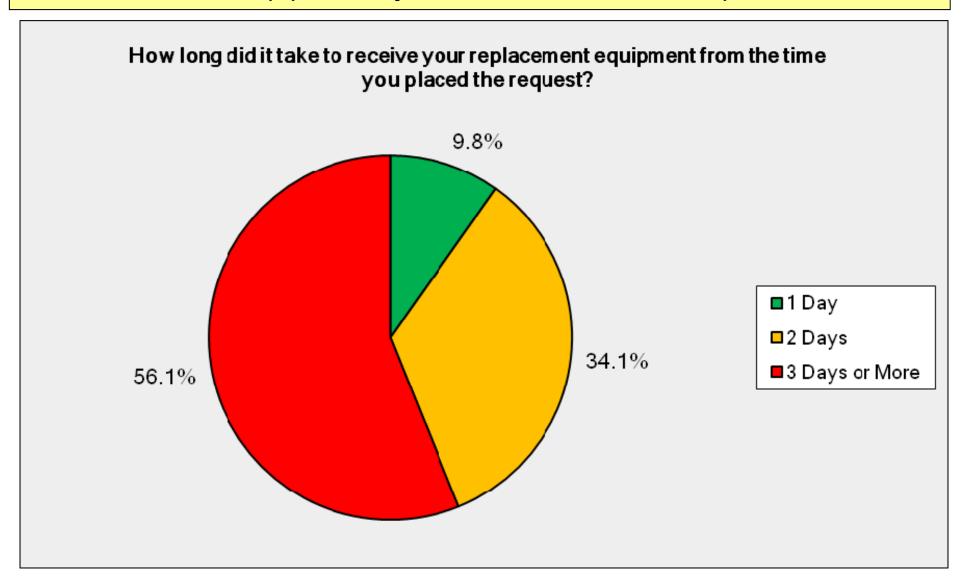


SURVEY RESULTS: EQUIPMENT REPLACEMENT

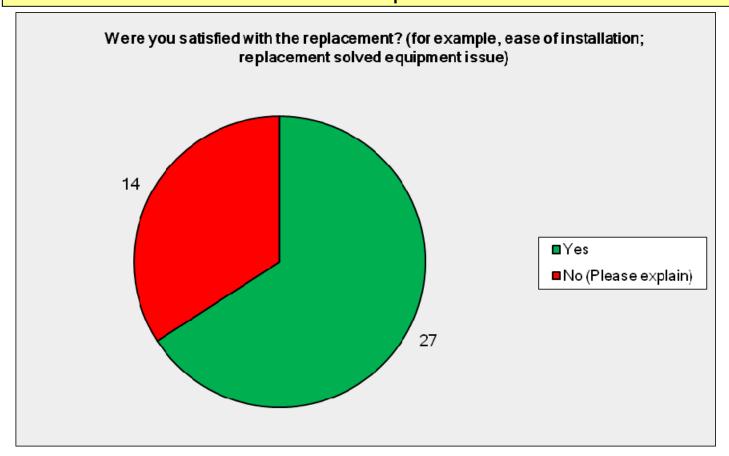
42 outlets reported that they had to replace ALDS equipment, the majority replacing the IPOS Terminal.



SURVEY RESULTS: LENGTH OF TIME TO RECEIVE REPLACEMENT FROM TIME OF REQUEST 13 outlets received their equipment 3 days or later from the time of their request.

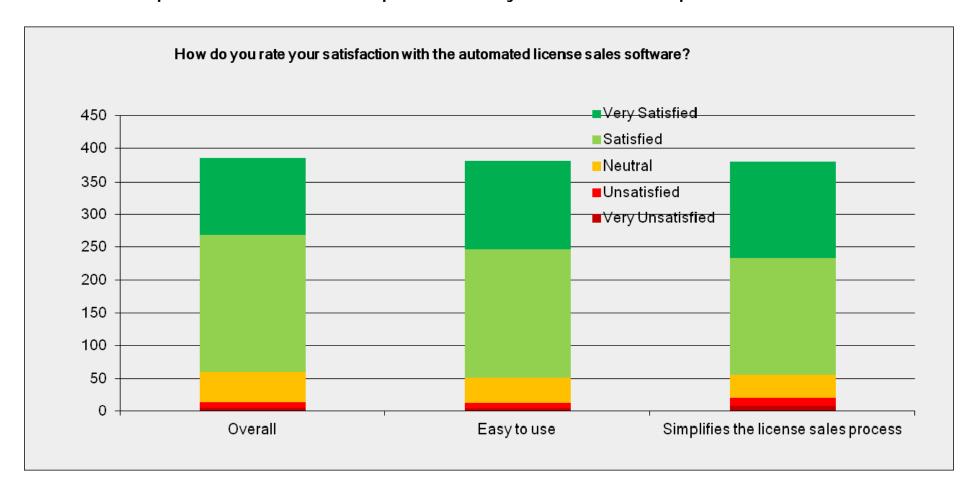


SURVEY RESULTS: SATISFACTION WITH THE EQUIPMENT REPLACEMENT 14 outlets were not satisfied with their replacement.



- Too long to get the replacement.
- We had to replace the same equipment multiple times.
- The equipment replacement did not address the problem.
- Still not able to have the system up and running.
- There was no explanation how to set up system.
- Very time consuming to be on the phone for hours to set up.

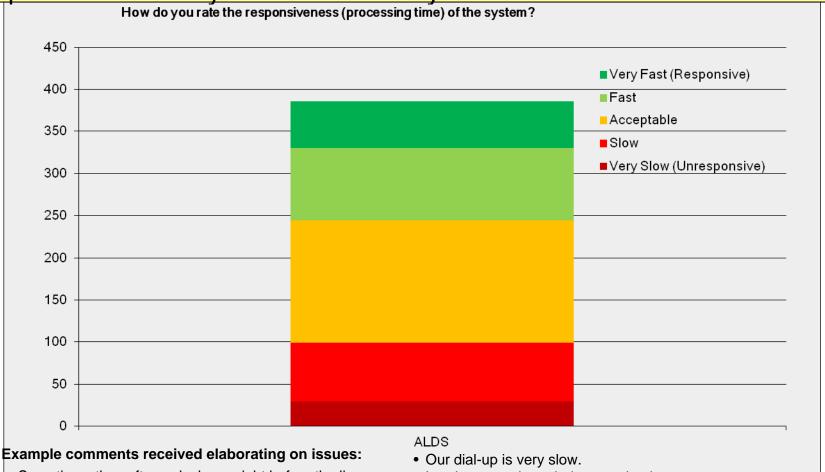
SURVEY RESULTS: SATISFACTION WITH THE AUTOMATED LICENSE SALES SOFTWARE Overall, 84 % of outlets responded that they are satisfied with ALDS as well as they feel it is easy to use and simplifies the license sales process. Only 14 out of 385 respondents were unsatisfied.



SURVEY RESULTS: OVERALL RESPONSIVENESS OF THE SYSTEM

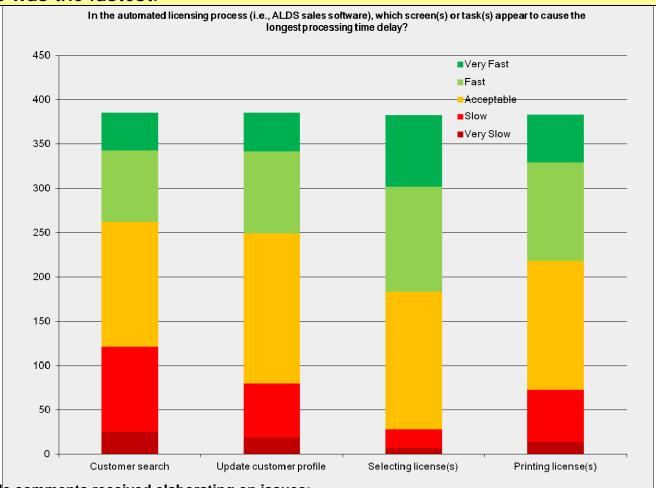
74% of all large agent outlets responding found ALDS to be acceptable or fast. 99 out of 386

respondents found the system to be slow or very slow.



- Sometimes the software locks up right before the license prints and complicates the transaction.
- As long as you don't have to do a customer search, it is great.
- Too slow to log-in.
- Out-of-state licenses are a hassle for just a one-day fishing license.
- Log-in screen lags during evening hours.
- Processing time is extremely slow; we have even lost customers due to the time the system takes.
- Updating the software is an issue.
- · Having to type so much information is time-consuming.
- Abalone card, for instance, prints in segments of 1/3, stops to continue spooling/processing, and agent could prematurely tear it off printer.

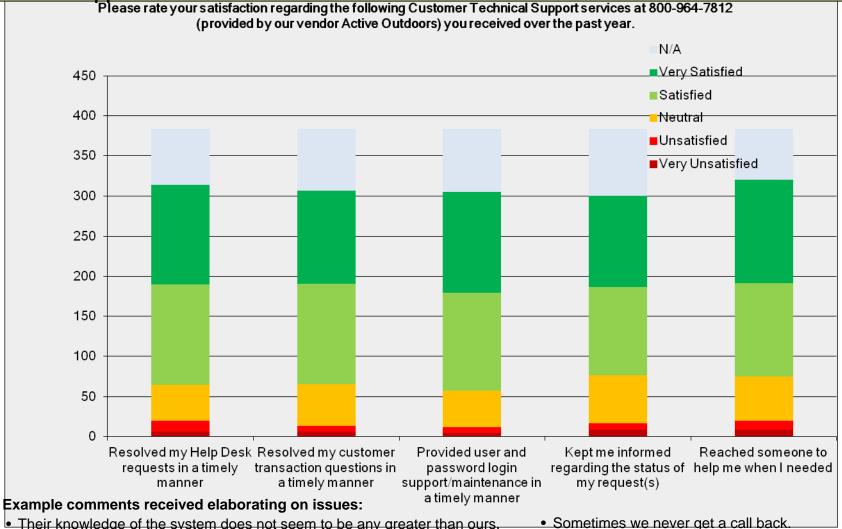
SURVEY RESULTS: IDENTIFY THE SCREENS/TASKS WITH THE LONGEST PROCESSING TIME 121 outlets found that customer search takes the longest, while 354 outlets felt that selecting the licenses was the fastest.



- Printer too slow for the volume of operations we have.
- Very slow on changes to profile.
- Customer searches take a while to find and load.
- The newest update to the system slowed the printer process down; it takes longer for the information to be sent to printer.
- Out-of-state licensing is very slow.
- Just waiting for computer to log on take too long.
- The system seems it always needs to update.
- Need to upgrade from dial-up connection; too slow.

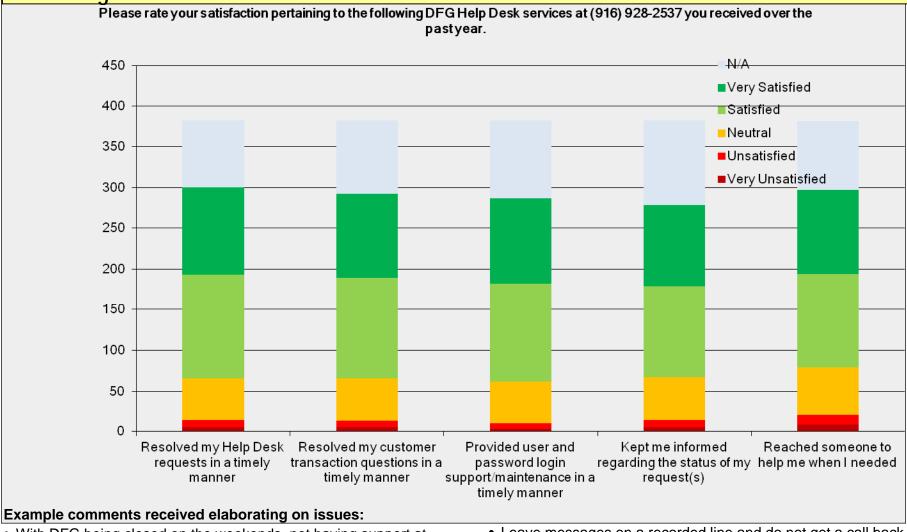
SURVEY RESULTS: SATISFACTION WITH CUSTOMER TECHNICAL SUPPORT SERVICES (Active) Overall, outlets are satisfied with the support they receive. Just 19 (out of 383) of those seeking technical support from Active were unsatisfied.

Please rate your satisfaction regarding the following Customer Technical Support services at 800-964-7812



- Their knowledge of the system does not seem to be any greater than ours.
- Have called a few times and have been on hold for more than 5 minutes.
- Selling licenses on the weekends leaves you completely on your own.
- Always have to be redirected (sometimes 3 to 4 people) before question/issue is resolved.
- Had customer issues that could not be resolved in the evening or weekend.

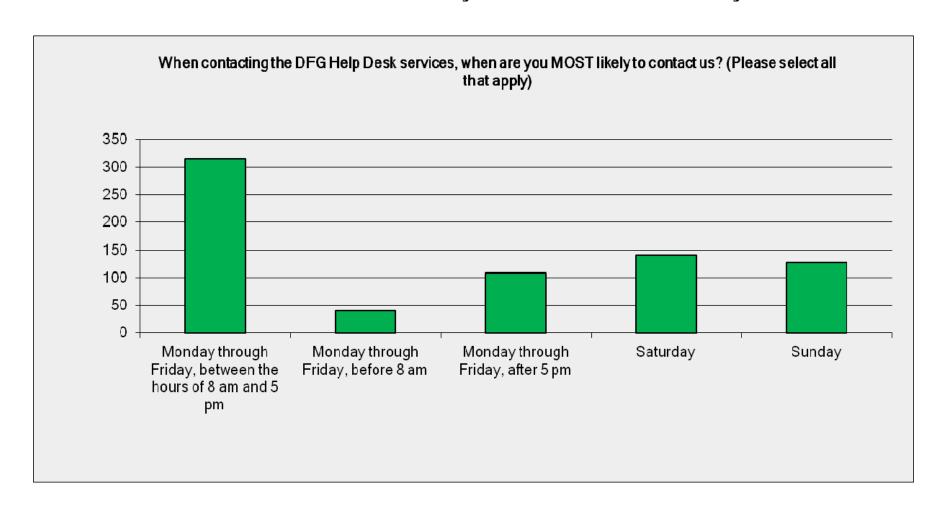
SURVEY RESULTS: SATISFACTION WITH DFG LRB ASSISTANCE Overall, respondents are satisfied with the DFG LRB Assistance. 20 out of 381 were unsatisfied with being able to reach someone when needed.



- With DFG being closed on the weekends, not having support at times that customers' buy licenses can be an issue.
- · Hours of DFG are too limited.

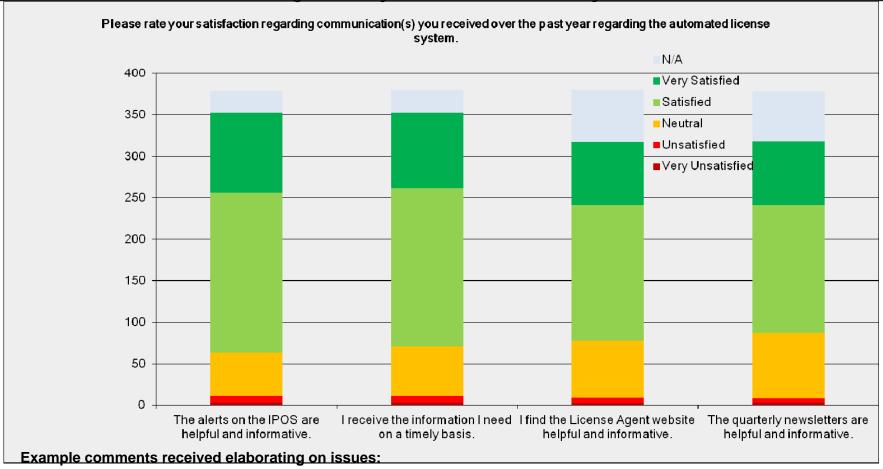
- Leave messages on a recorded line and do not get a call back promptly.
- Just received the DFG number on this survey.

SURVEY RESULTS: WHEN ARE YOU MOST LIKELY TO CONTACT DFG FOR HELP?
315 outlets out of 366 said they are most likely to contact DFG Monday through Friday during normal business hours. 141 outlets said Saturday and 127 outlets said Sunday.



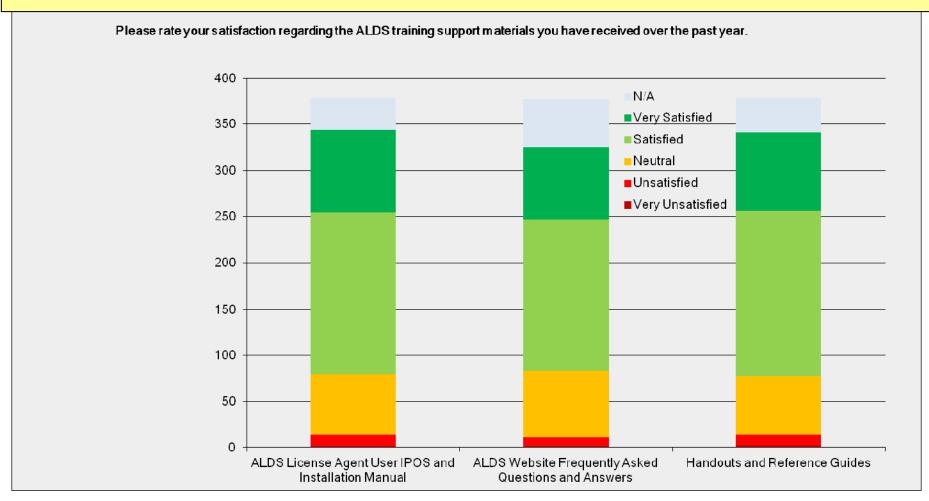
SURVEY RESULTS: SATISFACTION WITH COMMUNICATIONS

Outlets overall are satisfied with the IPOS Alerts and the information they receive. Approximately 8 outlets cited that they have never received a newsletter and/or unaware of the agent website. Note, 63 outlets chose N/A citing that they have not received any communications.



- •What communications?
- •Have received very little communications.
- •I wish I could receive updates in email form.
- •Have not seen a quarterly newsletter.
- •Alerts are not "alerting" you if you must log in and search for them. Recommend alerting associates when in sleep mode.

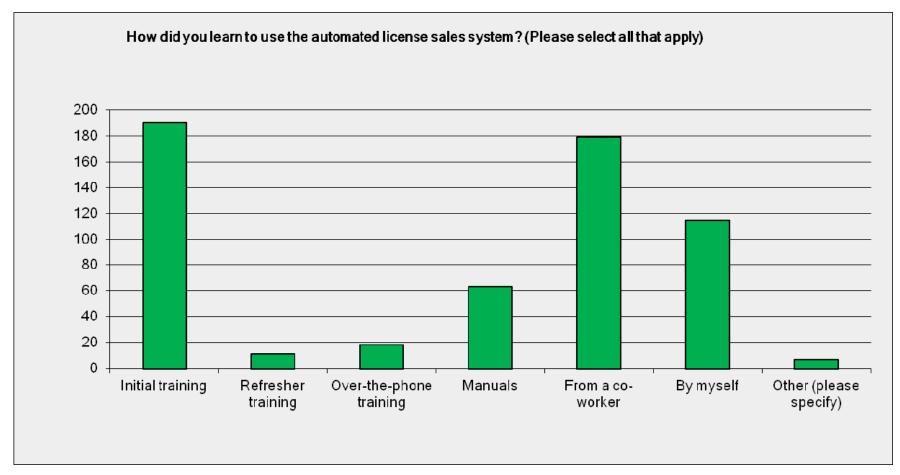
SURVEY RESULTS: SATISFACTION WITH ALDS TRAINING SUPPORT MATERIALS Majority of outlets responding are satisfied with the training support materials received.



- No training received.
- Need more training material.
- Voucher sales were difficult; the manual was hard to understand.
- Most staff have not had any training.

SURVEY RESULTS: HOW DID YOU LEARN TO USE ALDS?

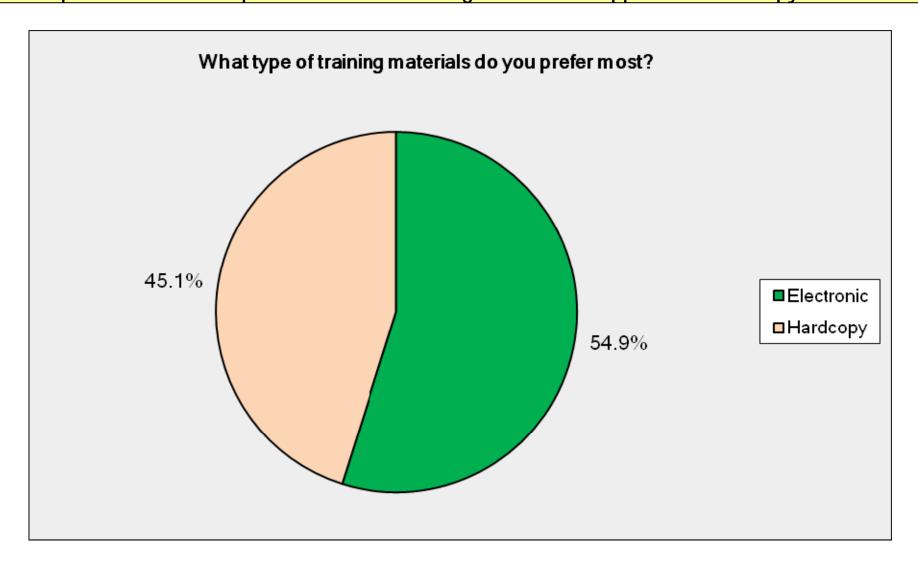
293 respondents learned how to use ALDS from a co-worker or by themselves. 190 respondents participated in the initial training.



- Beta tester prior to roll-out
- Tech person

SURVEY RESULTS: TYPE OF TRAINING MATERIALS DO YOU PREFER MOST?

206 respondents or 54.9% prefer electronic training materials as opposed to hardcopy.



1. Reduce printing errors (document rendering problems), thereby also reducing the calls to technical support to cancel a license



ALDS Vendor (Active) is working on fixing the software bugs associated with printing errors. Improvements addressing this issue will be released later this year.

2. Identify when the thermal paper is running low or out of paper



DFG is evaluating physically marking the end of paper rolls in order to indicate paper is low (e.g., similar to POS register receipt paper rolls).

3. Make it easier to input customer information when the licenses cannot scan



DFG will implement customer outreach to educate customers to bring their prior year's license to expedite the customer retrieval process. DFG will revisit this next year after more customers are in the system.

- 4. Make it easier to input customer information when the licenses cannot scan. Expedite the process to input customer information for:
 - Out-of-State
 - Youth ID's
 - Military ID's
 - Foreign.

Make it faster and easier to look up customers (especially nonresidents).



DFG is addressing this with the following actions: (1) a change order was approved to provide the ability to read out-of-state licenses as well as CA ID's that are moving to barcode (solution should be implemented in the next year); (2) a change order is being evaluated to improve search criteria; (3) issued instructions in April License Agent newsletter (available on the DFG internet) for entering forms of identification that do not have a unique number; (4) DFG will help market to customers that they should bring with them their previous year's license(s) to help expedite this process.

5. Provide more printer memory to reduce the lag time to print while it fetches more data



DFG recognizes sending data to the printer causes a lag-time especially with larger documents. Although some of the delay is inherent with the software (not the printer), DFG recommends that any license agent currently on dial-up connection move to higher speed internet access.

6. Provide a keyboard to help expedite the process to enter customer data



DFG is implementing numerous other solutions to address the time it takes to enter customer information (See #4).

- 7. Improve technical customer support provided by ALDS vendor:
- Improve better communication on help desk ticket follow-up
- Have license agent support available 24 hours a day
- 8. Provide instructions on hunting licenses and information on hunting zones



DFG is working with the vendor to improve the technical support.



DFG will work on developing a quick reference sheet to easily identify what is necessary for various hunting licenses and hunt zones. License agents should refer to the "?" button next to each item to see description information.

9. Provide online training and/or have training available on demand to train new employees



DFG will be developing training and will have available in the next six months. Also, DFG will be providing access to training available through the DFG internet or electronically available to send to employees.

- 10. Reduce the log-in and application start-up time.
 - Have system updates run at night and not at during business times
 - Have system boot up quicker in the morning



DFG understands that the system updates may slow log-in time; however, this will continue as the vendor is fixing ALDS software bugs and incorporating enhancements to the system. To help license agents minimize the impact, DFG suggests agents establish a policy turning off the ALDS terminal every night and turning on upon arrival the next business day (prior to customers arriving) and select the "Check for Update" button on the log-in screen. DFG also recommends that any license agent currently on dial-up connection move to higher speed internet access.

11. Provide a solution to help integrate ALDS purchases with agents' Point of Service registers.



DFG will evaluate solutions to help agents streamline this process.

12. Notify agents when the ALDS is down and when it will be back up



DFG will work with ALDS vendor to provide this information on the internet so any agent employee could access and find the pertinent information

13. Provide self-service terminals so customers can access and self-input information



ALDS IPOS terminals are not designed to be customer-facing. Agents are responsible for enforcing DFG's policies and procedures.

14. Integrate a customer's past purchases with a quick hotkey to determine next purchase



DFG will add this recommendation for future evaluation.

15. Provide the ability of an IPOS administrative manager to delete users



Due to security precautions, an IPOS administrative manager can make a employee/user "inactive"; however, users cannot be "deleted" from system.

16. Improve ALDS connection speed



Connectivity to ALDS is dependent upon an agent's internet connection method. DFG recommends that agents move to high-speed internet access for improved ALDS response times.

17. Have a password reset screen; increase the timeframe for resetting passwords



ALDS provides a password reset function to IPOS managers in the Administration menu. Unfortunately, due to security policies, passwords need to be reset every 90 days.

18. Improve sensitivity on IPOS terminal touch screen



The IPOS terminal should be calibrated for each specific user prior to log-in. This calibration will make the IPOS terminal be more responsive to a specific individual's touch. Also, for the same user, periodic calibration is recommended to enhance the touch screen's performance.